

SHEAFFER'S

Review

NOVEMBER - DECEMBER 1960



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REVIEW

Vol. 13 November-December No. 10

Published Monthly in Fort Madison,
Iowa, U. S. A., for

W. A. Sheaffer Pen Company People
Throughout the World

Member: Iowa Industrial Editors'
Association
International Council of
Industrial Editors

EDITOR - - - DICK PRIEBE

On The Cover

The young men extending holiday wishes to Review readers are Keenan and Kevin Cross, 3½-year-old twin sons of Marilyn and Ted Cross (Credit Department). We want to thank them for giving us a hand with the cover picture, particularly since boys (or girls) of that age do not lie still if they can help it, as all parents well know. We also join them in wishing all of you, and your families, a Merry Christmas and Happy New Year.

To All Sheaffer Employees:

AS THIS holiday season approaches, I'm sure all of us are much more interested in looking ahead to 1961 than we are in looking back over the months which have gone by since the same time a year ago.

But I want to say that I believe the events of 1960 at Sheaffer Pen will have a favorable effect on next year, and on the years after that. We have put forth great effort to insure a strong and promising future. I believe 1960 is a period in which we made many changes necessary to moving ahead in the writing instrument market of the 60s.

It is never possible to predict with certainty what another year will bring. But I feel we have succeeded in fashioning the groundwork on which we can build in 1961. That, in itself, has been a difficult, demanding job for all of us.

To each of you, and to your families, go my sincere best wishes for a very merry Christmas and a good and joyous New Year.

Sincerely,



Christmas Miscellany

I will honor Christmas in my heart and try to keep it all the year—*Charles Dickens.*

* * * *

And the angel said unto them, fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

* * * *

Life is much like Christmas—you are more likely to get what you expect than what you want.

* * * *

Keep your heart free from hate, your mind from worry. Live simply, expect little, give much. Fill your life with love. Scatter sunshine. Forget self, think of others. Do as you would be done by.

* * * *

A Christmas shopper saw a sign in a store window that appealed to him: "Try our easy payment plan—100% down, nothing else to pay."

* * * *

After saying his usual night prayers, young John was heard shouting this petition:

"And, Dear God, if it isn't too much, I'd like a bicycle and an electric train for Christmas."

"What are you shouting for?" asked his little brother. "God isn't deaf."

"I know," said John. "But Granny is."

* * * *

A note to dads: What many youngsters would like at Christmas is something to separate the men from the toys.

* * * *

Christmas dinner hint: If, in carving the Christmas turkey, it should skid off the platter and into a guest's lap, what is the proper thing to say? Be very courteous. Say, "May I trouble you for that turkey?"

* * * *

Christmas recipe: 1 cup full of blessings, 1 full measure of cheer, a small pinch of care, 6 oz. of pleasure, a handful of gladness, plus two of delight—stir in true friendship and warm 'till just right.

Merry Christmas &
Happy New Year

Election Prediction Contest . . . Final Winners Receive Checks



Final winners in the election prediction contest received their checks last month from Executive Vice-President Leon Black, third from left. They are (left to right) Roy Neal, Lab, first, \$50; Waldo Crile, Credit, second, \$25; Aurelia Atkinson, IBM, bonus award, \$250; Esther Moline, Traffic, fourth, \$10; Lois Van Ausdall, Engineering, third, \$15.

Aurelia Atkinson examines the \$250 bonus award check as three of her fellow employees in the IBM Department offer congratulations. Left to right are Nell Mutter, Hazel Parrott and Monique Marshall.



CAFETERIA SPECIALS

(ED. NOTE—This marks the beginning of a new Review feature—or perhaps we should say a new version of a former feature. Each month it will include recipes for special dishes from our cafeteria, as supplied by Manager John Charters. Two holiday desserts are combined on this first menu.

We hope you enjoy them. In the months ahead, if you have special requests for this column, please let us know.)

Pumpkin Pie

$\frac{3}{8}$ cup brown sugar	$\frac{1}{2}$ t. nutmeg
$\frac{3}{4}$ t. salt	$\frac{1}{2}$ cup pumpkin
2 tb. flour	$\frac{1}{4}$ cup corn syrup
$1\frac{1}{2}$ t. cinnamon	$\frac{1}{2}$ cup milk
$\frac{1}{2}$ t. ginger	2 eggs

Sift brown sugar smooth and mix with salt, flour and spices. Add the pumpkin and mix thoroughly. Add corn syrup and milk, stirring in well. Allow to stand at least one hour. Add eggs. Place filler in unbaked shell and bake 40 minutes at 350° F.

White Christmas Pie

1 tb. plain gelatin	$\frac{1}{2}$ cup whipping cream
$\frac{1}{4}$ cup cold water	cream
$\frac{1}{2}$ cup sugar	3 egg whites
$\frac{1}{4}$ cup flour	$\frac{1}{4}$ t. cream of tartar
$\frac{1}{2}$ t. salt	$\frac{1}{2}$ cup sugar
$1\frac{1}{2}$ cup milk	1 cup cocoanut
$\frac{3}{4}$ t. vanilla	
$\frac{1}{4}$ t. almond extract	

Soften gelatin in cold water. Mix together in saucepan first item of sugar, flour and salt. Gradually stir in milk, mixing smooth. Cook over low heat until mixture has boiled one minute. Remove from heat and stir in softened gelatin. Cool. When partially set beat with rotary beater until smooth. Blend in flavorings. Beat whipping cream stiff and fold in gently. Mix egg whites and cream of tartar, place in mixer and beat, adding second item of sugar gradually. When all sugar has been added and whites are beaten stiff, fold them and the cocoanut into the rest of the mix. Pour into baked shells, chill thoroughly and decorate with whipped cream and cocoanut.

News Notes

Jack Finley, manager of the Order Handling and Traffic Departments, has been named chairman of the Traffic Committee for the Fountain Pen and Mechanical Pencil Manufacturers' Association. Purpose of the committee is to study and make recommendations on legislation and practices affecting shipping costs. Other members are John Smith of Parker Pen and Vernon Huston of Esterbrook.

* * *

We think you'll like the following verse, which was sent to Vice-President Al Zuber by a Sheaffer customer, Mrs. A. L. Smith of Chicago.

*Of course we'll analyze and criticize
Confer, debate, confabulate,
And maybe even dissertate
Upon the pros
And on the cons
Of Sheaffer's wonderful cartridge pen.
And perchance we can compare
That all-time favorite everywhere,
The Lifetime Snorkel with white dot!
To be possessor means a lot.*

* * *

Visitors in the Presidential guest house, Washington, D. C., now have plenty of Sheaffer writing instruments on hand. We recently shipped 124 Skripriiter ballpoints to the Capitol for use in the guest house.

* * *

One of the Retail Division's new counter displays was a blue ribbon winner in the first annual awards competition conducted by the Point of Purchase Advertising Institute. The display, which was designed for the Division's current Christmas program, is for PFM, Target, Snorkel and Lady Sheaffer pens. It is four feet long and contains separate trays for each of the above products. It is illuminated, with a rich walnut finish.

* * *

Executives of 900 business firms that purchase gifts and incentive awards have named our pens and pencils their first choice in the writing instrument field, according to a survey conducted by Sales Management magazine. In addition, the survey discloses that Sheaffer is one of the 25 names best remembered by corporate buyers out of 1,915 brands of all types of products.

A Cartoon Study of Why We Have More Cars, Refrigerators and Homes in America Than Anywhere Else

WHAT IS economics?

Well, it's the price of groceries, the cost of buying a home or a car, the cost of sending children to college. It's the jobs we have, the pay we get, the amount we're able to spend each month, the amount we're able to save.

Economics, and how we think about it, affects us every day of our lives.

It's fair to say that economics will largely determine what kind of world we have in the years ahead, because two economic systems are now at war with each other--the communism of Soviet Russia and the free, competitive enterprise of America.

We know that our system is better,

that it can, and must, win the war. We know that our standard of living far outdistances that of Russia, and of every other nation on earth, for that matter.

How did we get that way? What is it that makes this wonderful thing called free enterprise tick?

It's something like the way your automobile runs, really. When you turn on the key, shift into driving gear and step on the gas, definite physical laws go to work. We don't stop to think about them every time we get into our cars, but they're still there, explaining why we can drive from one place to another in our "horseless carriages."

There are also laws which explain our economic system. We have more cars, more refrigerators, better homes and better jobs than any other people on earth because of them. Just as a car doesn't run by chance, a nation like ours doesn't grow to be great and prosperous by chance.

There are 12 such economic laws, and they have been termed the "Natural Laws of Man's Economic Life" by the American Economic Foundation. Each is illustrated by one of the accompanying cartoons.

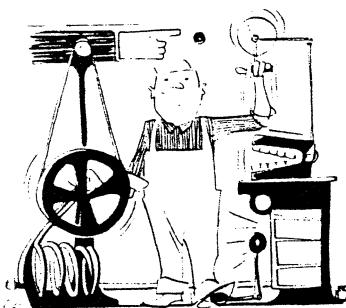
If we chose, for simplicity's sake, we might call them the 12 ways to make a buck.

1. LAW OF FREEDOM—Man can only be efficient only when he is free to work toward goals he has personally chosen, and when he is inspired with desire and pride of accomplishment. That is why no slave society can equal the economic performance of a free society. To prosper, man must be free.



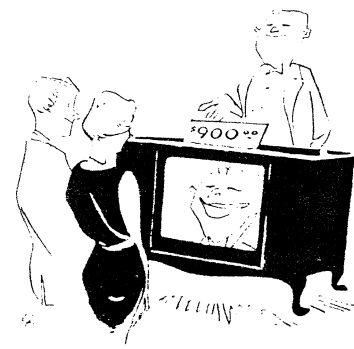
3. LAW OF PRODUCTION

Man produces goods and services by changing natural resources into desired and useful things. To do this he applies muscular and mental energy aided by tools. Because his energy is limited by nature, he can increase production only by increasing the efficiency of tools. Tools come into being in a free society only when proper payments are made for the use of savings needed to buy them. These payments are called profits. Profits are the source of tools, which are the source of economic progress.



2. LAW OF COOPERATION

While he must be free, man cannot prosper alone. He must work in cooperation with other men, because the work of any one man is merely part of a larger process which can be completed only if every man does his part. However, each man should be free to choose the part he wishes to play.



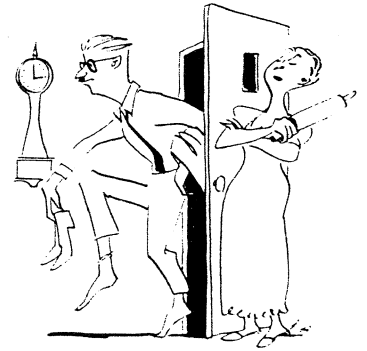
4. LAW OF DISTRIBUTION

The selling price of everything produced comes from totaling all of the costs of producing and distributing each item. Every dollar used to pay these costs becomes somebody's income, or the money which is needed to buy what is produced. If some of this money is not spent, we have what is called deflation and prices go down. If all of the money plus additional money created by the government is spent, we have inflation and prices go up.

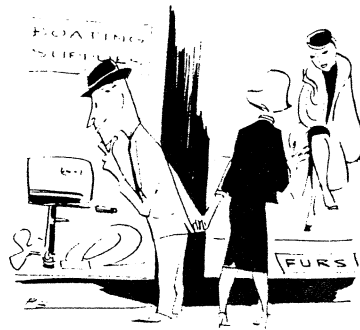
5. LAW OF COMPENSATION— Each person receives a share of the total production of society in payment for his contribution to it. The best way to divide up production is to permit the supply of, and demand for, different types of contributions to determine the amount of compensation. This means maintaining a free market in which each man can sell what he has to offer to the highest bidder. In this way, the right men and the right tools are most likely to get to the right places at the right time.



9. LAW OF REASONED FEAR—Fear is not cowardice; it is caution, prudence, common sense, and is based on reason. In modern life, two fears are essential to individual freedom and progress. First is the fear of personal failure; the fear of being unable to serve one's fellow man sufficiently well to attract the economic and monetary rewards necessary to comfort and security. The second is fear of too powerful government; fear of government that is able to take away personal liberty.

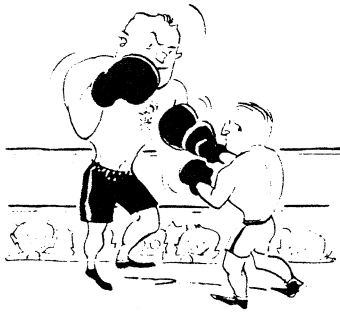


6. LAW OF PRIVATE PROPERTY—As a stimulus for hard, sustained and constructive work, the right to private property has no equal. It is a natural right and a deeply rooted desire of man to acquire, hold and get paid for the use of private property. Private property is a necessary instrument of human dignity.

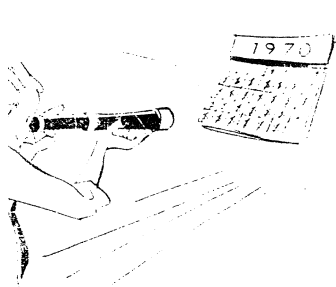


10. LAW OF COMPROMISE—In man's economic life, the practice of compromise is called bargaining. If people are unable or unwilling to make compromises, the free market for labor and goods will inevitably be replaced by totalitarian control of prices and wages. In the bargaining process, however, there must be no compulsion or monopoly on either side.

7. LAW OF INEQUALITY—Since no two men are equal in all respects, a society striving for prosperity must learn to live with this hard fact. Free competition must be permitted to move each man into the job best suited to his talents, and move him upward or downward in the economic scale according to the value placed on his service by his fellow men. To enforce either artificial equality or artificial inequality is to guarantee inefficiency in the economy.



11. LAW OF RESPONSIBLE AUTHORITY—For man to do his best in the production and exchange of goods and services, authority must be combined with personal responsibility. Authority without responsibility breeds arrogance, injustice, favoritism and inefficiency. Responsibility without authority breeds timidity, reluctance to take necessary risks and costly delays in making decisions. Authority combined with responsibility breeds balanced judgment, proper regard for the wisdom of others, justice in making decisions.



8. LAW OF PREDICATABLE MONEY—When an individual or a corporation plans for the future, it is highly important that the future value of money be predictable. Unfortunately, throughout the ages government inflation of the money supply has affected both individual and business plans. Today, as in most periods of history, economic decisions involving the future must, if possible, take into account the probability that the value of money will decline.



12. LAW OF ENFORCEABLE CONTRACT —When producing and exchanging goods and services, men must frequently base what they are going to do on what other men have agreed to do. Enforceable contracts can exist only when government can guarantee equality of rights under the law. In order to be enforceable, a contract must be legal. It must also represent a voluntary agreement. It is the duty of government to decide what is legal for people to agree to do or not to do, and to outlaw all contracts based on coercion.

Christmas at Sheaffer . . .

Employees in Quality Assurance Map Annual Company Party



EMPLOYEES in Quality Assurance were in charge of the annual employee Christmas party, held at the Clubhouse December 9. Committee heads were (seated, left to right) Ed Menke, Doris Stinnett, Sylvia Lamb, co-chairmen Harold Mehl and Mabel Edlen, Cora Dye, Ruth Gang, Ruth Scott and Bud Metzinger. Standing (left to right) are Dean Toops, George Biggs, Pete Werner, Howard Frey and John Azinger.

Women's Travel Club Names Officers



New officers of the Women's Travel Club are (seated) Ethel Krebill, president, left, and Mae Wells, treasurer, and (standing) Irene Hammon, left, and Mary Lepp, vice-presidents. Recent activities of the club include a potluck supper at the Clubhouse and trips to Chicago and Peoria.

Promotion to Aid Dealers in Introducing Our Newest Ballpoints

A promotion designed to help dealers introduce our new Skripriter ballpoint pens and refills to consumers will begin in January.

In announcing the promotion, Mike Keith, marketing director of the Popular Price Division, said, "Just as Sheaffer dominates the cartridge fountain pen business in the United States we believe high quality performance will enable us to gain large-scale consumer acceptance for Skripriter ballpoints and refills containing our new Skrip ballpoint fluid."

The promotion involves a "Skripriter Ballpoint Special Kit" that will retail for 98 cents and "gives dealers an opportunity to profitably acquaint their customers with an improved writing instrument that eliminates such problems as clogging, smearing and 'gooping'," he pointed out. The kit includes a \$2.49 Skripriter ballpoint pen with Skrip 303 refill, an additional 79-cent skin-packed refill, and a copy of a new eight-page illustrated booklet on handwriting improvement. The three items are packaged as a unit.

Pens included in the kits will have chrome finish caps in square design with button and clip identical in style to our current \$2.49 ballpoint. Barrels will be transparent, so the consumer can check his ink supply. The brochure, "Three Easy Steps to Good Handwriting," has just been prepared by our handwriting consultants, Messrs. Scott, Jasner and Rubin of the Philadelphia Board of Education, in cooperation with the Public Relations Department.



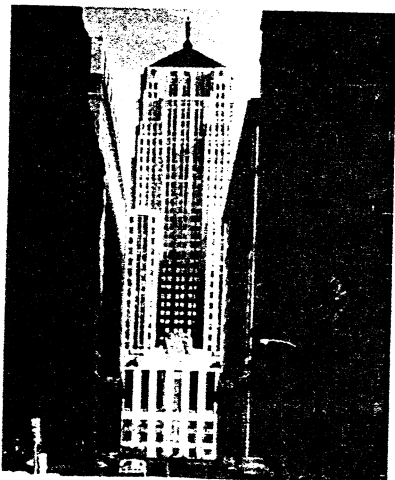
MEMBERS of the Travel Club are shown above at Luray Caverns, Luray, Va., during last summer's vacation tour. Front row (left to right) are Mae Wells, Ethel Krebill, the group's bus driver, Vera Sheppard, Mae Keller and Peryl Kress. Second row (left to right) are Martha Dobson, Della Woods, Eunice Cox, Virginia Vantiger, Mae Sawin, Sophia Sacasky, Hazel Madden, Haidee Painton and Ola Lightfoot. Back row (left to right) are Letha Burghoffer, Marie Neuhart, Mae Kirschner, Helen Crabtree, Margaret Feldbauer, Margaret Girth, Katherine Tebbs, Anna Snedden, Ethel Hemming, Louise Pohlpetter, Madeline Anderson, Irene Busby, Elsie McNeill and Agnes Hotop.

Sheaffer Sales Offices . . .

North-Central Headquarters in Chicago



The office staff for the North-Central sales region includes (above, left to right) Pete Jungbluth, regional sales manager for the Popular Price Division; Jack Clark, regional sales manager for the Retail Division, and secretary Constance Kurtz.



Headquarters of the region are located in Chicago in one of the Windy City's tallest buildings, the 600-foot-high Board of Trade building. Sheaffer offices are located on the 38th floor. Sales activities in three states and parts of nine others are directed from the Chicago office. States completely in the region are Wisconsin, Iowa and Michigan. Partly included are Minnesota, South Dakota, Nebraska, Missouri, Illinois, Indiana, Ohio, Kentucky and West Virginia.

County Home Party Planned

Employees at Plant 2 are planning this year's Christmas party for residents of the Lee County home, which will be held December 11. Funds for the party are provided by the Community Chest, and Sheaffer employees package and distribute gifts, and arrange for entertainment.

In charge of committees are (standing, left to right) Adelbert Fraise, Floyd Sells and co-chairman George Meyer. Seated is co-chairman Jean Sporkman.



September, 1959

The Question Box

QUESTION: "What will be the toughest problem facing our new president during his first year in office?"



NORMA BALLARD, I. B. M. — Disarmament! Could Russia be trusted to fulfill her agreement to disarm and to ban nuclear testing.

VIRGIL H. SCHUMAKER, Molding— Trying to maintain the peace with foreign powers, particularly Cuba, which is only a stepping stone from our mainland.



MARY QUINLAN, Desk Stand—To keep America the great God-fearing nation that the early colonists intended it to be. If each of us appreciates the need and strength of God, we need fear no one.

MILLARD PASCHAL, Quality Assurance—Our foreign problems with Russia, Berlin, Cuba and Africa. World powers armed with H bombs and intercontinental missiles.



MARIE NEUHART, Pen Point—I think perhaps one of the most important things will be the selection of his new cabinet members.

LOU HOLTERRHAUS, Tool Room— We need a strong economy plus a powerful military defense. To have this we do not want higher taxes and we must try not to cheapen our dollar. It is not worth enough now.



Bulk Rate
U.S. POSTAGE
PAID
40 Ft. Madison, Iowa
PERMIT No. 12

Employee Benefits . . . Case Histories on Major Medical

In last month's issue, we outlined an actual example of how our new major medical plan helped an employee to meet large expenses. To provide further information about the plan's benefits, two more cases are outlined below.

Case No. 1

Employee's expenses were:

Hospital room (39 days at \$13, 31 days at \$14)	\$ 941.00
Miscellaneous hospital expense	\$1,929.60
Physician	\$ 453.00
Private nurses	\$ 182.00
Prescriptions & medical supplies	\$ 31.86
TOTAL EXPENSE	\$3,537.46

Employee received from group insurance:

Basic plan	\$2,852.60
Weekly benefits	\$ 650.00
Major medical	\$ 458.29
TOTAL RECEIVED	\$3,960.89

Case No. 2 (Retired Employee)

Employee's expenses were:

Hospital room (17 days at \$20)	\$ 340.00
Miscellaneous hospital expense	\$ 396.25
Physician	\$ 310.00
Private nurses	\$ 267.00
TOTAL EXPENSES	\$1,313.25

Employee received from group insurance:

Basic plan	\$ 781.25
Major medical	\$ 345.60
TOTAL RECEIVED	\$1,126.85

COST TO RETIRED EMPLOYEE WITH MAJOR MEDICAL . . . \$ 186.40
COST WITHOUT MAJOR MEDICAL . . . \$ 532.00

Sheaffer Good Neighbors . . .

Gordon Lane is one of the newest members of the Fort Madison School Board, having been elected to that position by his fellow residents last September. He is also a member of the Board of Adjustment for the city zoning ordinance.

In recent years, Gordon has been treasurer of the Lee County T. B. Association, city councilman, a member of the city assessor examining board, chairman of the Chamber of Commerce civic improvement committee, president of the Community Chest and president of the Lions Club.

Funds accountant in the Finance Division, Gordon has been an employee for 27 years. His hobbies in-

clude sports and gardening, and he has a small acreage west of the city on which he tests his skill at the latter.

He and Mrs. Lane (Rosemary) have five children, two of whom are now attending Drake University.



Service Anniversaries

— 5 YEARS —

Martha Mason Steno
Hazel Parrott I.B.M.
Clara Wisbey Steno

— 10 YEARS —

M. L. Gulllott Sales
LaVaun Page Pen Point

— 15 YEARS —

Harold Brandt Molding
Norma Breidbarth Shipping
Clara Burch Stock Room
Paul Cooper Engineering
Gladys Derr Addressograph
Lydia Farmer Metal Fab
Robert Gibbs Marketing
Norma Hatala Maintenance
Violet Hirschler Shipping
Frances Humphrey Skrip
John James Development
Erwin Kreie Tool & Die
Howard Lucas Service
Marie Neuhart Pen Point
Walter Peterson Occupancy-M
Louis Reeder Molding
Chester Robinson Plating
Walter A. Sheaffer II President
Wayne Skyles Occupancy G
Walter Weber Service
William Wiggjenjost Molding

— 25 YEARS —

Eugene Davis Development
Jack Finley General Adm. Oper.
Grace McElwee Shipping

— 30 YEARS —

Thomas Lemon
Tool



— 35 YEARS —

Sarah McCoy
Steno

